



CASE STUDY:
Ricoh partnership helps production
print supplier UTL deliver service
and solution excellence

EXECUTIVE SUMMARY

Name: UTL Document Solutions

Location: Epping, Essex

Activity: Managed & production print solutions



Challenges

- Help grow production print market
- Combat decline in demand for print
- Support and grow commercial printers

Solution

- UTL supply, installation and support services
- Ricoh-UTL partnership
- Ricoh Production Print

Benefits

- Operates as the engine of commercial print
- Delivers high-quality, reliable production print
- Supports diverse, innovative print products
- Minimises equipment downtime and loss of business
- Easy to use production print technology

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Without high-quality print equipment that we have from Ricoh, backed up by an excellent level of service and support from Ricoh's partner UTL, it would be difficult for a business like ours to operate. To support our customers and deliver the products they need to service their customers, we need print equipment that is effective and reliable. And if there are any issues, we know we can rely on support from UTL to ensure we're back in operation quickly.

JEFF THOMAS,
MANAGING DIRECTOR, DTP PRINT GROUP

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When UTL Document Solutions delivered a production print solution to commercial printer DTP Print Group, it highlighted the importance of partnering with Ricoh to combine high-quality production print technology with UTL's expertise and 30-year experience in supporting the commercial print sector.

CHALLENGES

Partnerships and collaboration are one of the key drivers for effective business and a prime example is the partnership between Ricoh and UTL Document Solutions, a leading supplier of managed and production print solutions. It has delivered a production print solution to DTP Print Group, a London-based commercial printer that has used the Ricoh-UTL partnership to help support and grow its business.

Like many commercial printers, DTP had been hit by a combination of the Covid pandemic and digital technology impacting the demand for print products. Astutely, Jeff Thomas, Managing Director at the DTP Print Group foresaw

the challenge and adapted his business, broadening the scope and variety of print products on offer and building a reputation for fast and efficient job turnaround.

Despite the downturn in demand for print, today, DTP is a thriving commercial printer delivering a wide and varied range of services. For instance, DTP has five separate service streams under the DTP umbrella brand offering customers different products such as Zing Zang and Z Fold cards, and waterproof and tear-resistant substrates. To further broaden its offering, DTP also provides services such as design and direct mail.



From left to right: Bernie Pickering, Customer Service Director, UTL & Jeff Thomas, Managing Director, DTP Print Group

The foundation of DTP's success has been effective production print technology and services delivered through a business partnership between UTL and Ricoh. With 30 years industry experience, UTL specialises in managed print services incorporating production and office print and document management solutions. Alongside print equipment, UTL provides a range of services including pre-sales consultancy and advice, device supply and installation, instant phone support, 2/4-hour onsite response and training.

"One of the key features and benefits that UTL gives customers is our localised and personalised service. We serve customers in and around London and the Southeast and offer a fast and efficient support service. Also, all our customers know our senior management personally and are in regular communication with them," said Bernie Pickering, Customer Services Director at UTL.

However, through its partnership with Ricoh, UTL can use Ricoh's network of print and service experts to extend its high-quality service to offer customers UK-wide support. "There are several advantages of a Ricoh partnership such as access to advanced print technology and a wealth of specialist expertise. But one of the biggest benefits for an SME like UTL is magnifying our expertise and capabilities beyond what we could do on our own," said Darren Pickering, Director at UTL.



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DARREN PICKERING,
DIRECTOR, UTL



SOLUTION

UTL recently implemented a fully managed Ricoh Production Print Solution for DTP comprising a Ricoh digital colour press and PaperCut print management software and incorporating an existing Ricoh digital mono press. The solution replaces old and redundant equipment and now handles almost all of DTP's broad range of print products. UTL also provides support for device servicing and repair should it be needed, and consumable supply.

"UTL is independent of any one print equipment manufacturer which means that we provide customers with best of breed solutions. But having said that, we've been in the print business for 30 years, selling and servicing Ricoh products. We have found the build quality and reliability of Ricoh production printers and their compatibility with key print software applications ideal for meeting many of our customers' needs," said Darren Pickering.

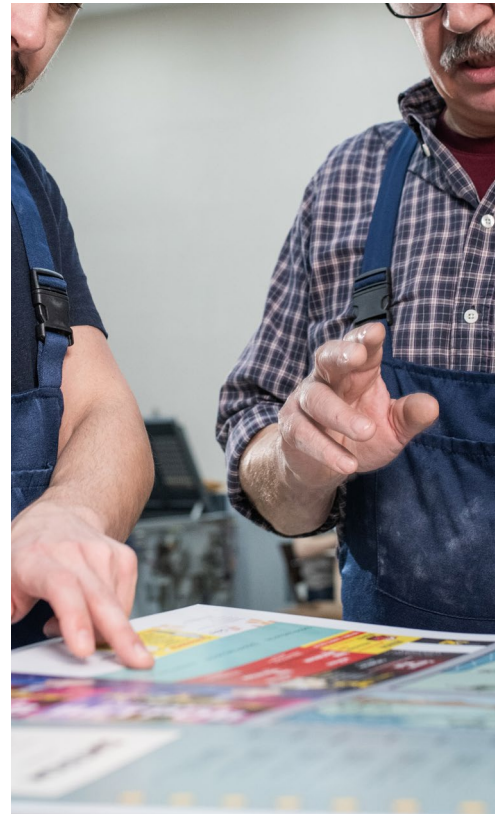
Solutions / Products

- Ricoh DocuWare
- Stream Intuitive Dashboard application
- Ricoh device-DocuWare scanning software
- Ricoh Smart Integration (RSI)
- Ricoh Multifunction Products
- Stream & Ricoh business process automation consultancy



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BERNIE PICKERING,
CUSTOMER SERVICES DIRECTOR, UTL



BENEFITS

"The Ricoh digital presses produce high-quality work and can handle a wide range of substrates. The presses are also easy to use and require minimal training to get up and running quickly. That, added to the excellent service we get from UTL means we have a production print solution that supports our diverse product range and our ability to fulfil last-minute jobs quickly which is one of our differentiators," said Jeff Thomas.

One DTP product that exemplifies the company's innovative range of services supported by the UTL-Ricoh solution is printing school exercise books used by pupils for subject work. DTP prints around 200,000 pages each summer prior to the start of the new academic year in September. While the high-volume pages are printed using a litho press, branded covers for each school are printed on a Ricoh press, as are the lower volume paper listings such as pages with lines and margins for English and ones with squares for maths.

The solution that UTL has delivered to DTP demonstrates UTL's ability to provide a fully-fledged production print services to commercial printers. As well as production presses,

UTL also offers complete end-to-end solutions including upfront advice and consultancy, production press installation and integration within an existing commercial print environment and all the post-sales support services to ensure maximum uptime.

"For a commercial printer like DTP, the production print solution we have provided is the engine of its business. Having high-quality, reliable Ricoh presses is critical but so is UTL support which means DTP has no print downtime which avoids loss of business. We visit customers even when there are no problems to pre-empt issues and ensure they are getting the best from our solutions," said Darren Pickering.

"Without high-quality print equipment that we have from Ricoh, backed up by an excellent level of service and support from Ricoh's partner UTL, it would be difficult for a business like ours to operate. To support our customers and deliver the products they need to service their customers, we need print equipment that is effective and reliable. And if there are any issues, we know we can rely on support from UTL to ensure we're back in operation quickly," said Jeff Thomas.

ABOUT RICOH

Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimise business performance.

Headquartered in Tokyo, Ricoh's global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organisational capabilities nurtured over its 90-year history.

In the financial year ended March 2025, Ricoh Group had worldwide sales of 2,527 billion yen (approx. 16.8 billion USD).

It is Ricoh's mission and vision to empower individuals to find Fulfilment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realise a sustainable future.

For further information, please visit www.ricoh.co.uk

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